



The Simple solution
to Complex therapies

biocare
provider



MEDICATION NON-ADHERENCE

50% of patient do not
follow therapies as prescribed

- ⊙ Misuse
- ⊙ Abuse
- ⊙ Early discontinuation





RISKS FOR HEALTH

194.500

deaths/year (EU)





HEALTHCARE COSTS FOR AVOIDABLE MEDICAL INTERVENTION

€ 125 B/year (EU)





REVENUE LOST BY PHARMA COMPANIES

\$ 564 B/year globally





Much more than an 'App-reminder' A new patient-doctor communication channel



Web services via PC and mobile devices (ad hoc Apps)



Dr.Drin also involves family members and pharmacists



Friendly, flexible, interoperable

Patent pending





Remember

- ▶ When, how, why
- ▶ Even for complex therapies
- ▶ Never run out of medications again



Share

- ▶ Adherence troubles
- ▶ Side effects
- ▶ Health conditions



Take care

- ▶ Effective follow up
- ▶ Better therapeutic decision-making





Competitive scenario



Portability



For all drugs



For complex therapies



Drug-drug interactions



Sharing



Pharmacy loyalty



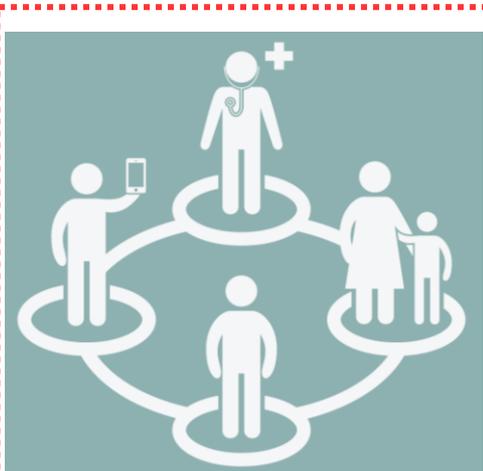


Business model

B2C

Product & Services

B2B



Patients
Family members



Pharma companies



B2B



Services for pharma companies

- 'Clinical trial': phase III and IV studies
- 'Beyond the pill': to speed the launch of new drugs

Pricing (hypothesis)

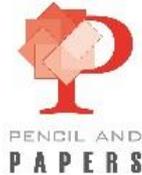
- 50 k €/year per license (up to 1000 patients)





Partners

Yghea



PENCIL AND PAPERS



PHARMASTAR★

il Giornale on-line sui Farmaci

SERMEDA
società cooperativa

PaZIENTI



NeuroCare onlus



ANMAR
Associazione Nazionale
Malati Reumatici
ONLUS

Affiliations



DISTRETTO TOSCANO
SCIENZE DELLA VITA



ASSOBIOMEDICA



SPIN off◆
Impresa Spin-Off della Scuola Sant'Anna





BioCare's Team



Antonio Mancina PhD
Computer Engineer
SW/iOS developer

President

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Degree in Computer Science
Android/Web developer
CTO

Mobile App

Daniele Sartiano
Degree in Computer Science
Web developer
CTO



Web



Filippo Bannò
Computer Engineer
Android/Web developer

Christian Castelli
Degree in Computer Science
Web developer



eHealth

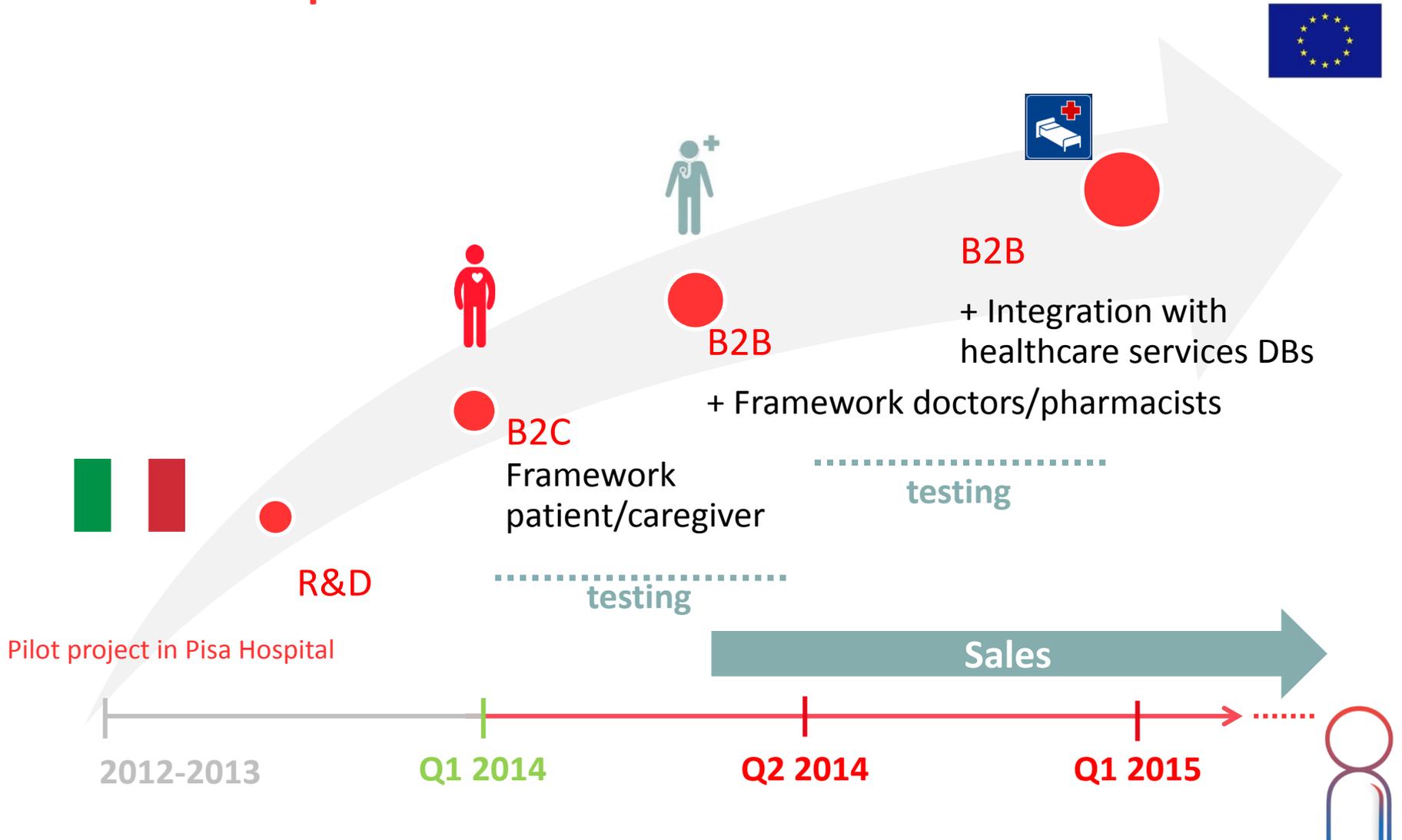


Mauro Marinoni PhD
Computer Engineer
Embedded systems
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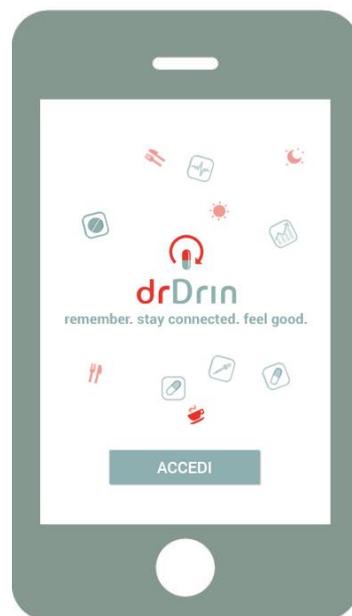
Roadmap





What we need





Remember.
Share.
Take care.

Contact



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